

**GAULTS
SERVICE**
ESTABLISHED
1856

TO ASSEMBLE THE PRODUCTS OF THE
WORLD'S BEST MARKETS
FOR THE COMFORT AND CONVENIENCE OF
CANADIAN HOMES
WE SELL WHOLESALE TO BONA FIDE MERCHANTS ONLY

XMAS 1925

NEW YEAR 1926



Season's Greetings

As we view the past year in retrospect and anticipate the future, bright with promise, we wish to express our gratitude to our many friends and wish them not only Christmas cheer, but also a New Year full of revived efforts, added inspiration and worthy incentives.

Directors, Shareholders and Employees of

GAULTS LIMITED
WINNIPEG

STAPLE
DRY
GOODS

DRESS
GOODS
SILKS

LADIES
READY
TO
WEAR

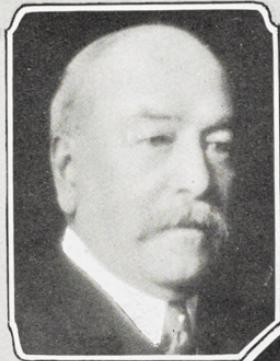
GLOVES
AND
HOSIERY

SMALL
WARES
NOTIONS

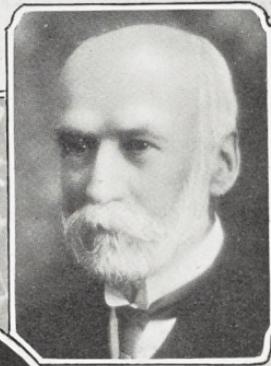
HOUSE
FURNISH
INGS

MEN'S
FURNISH
INGS

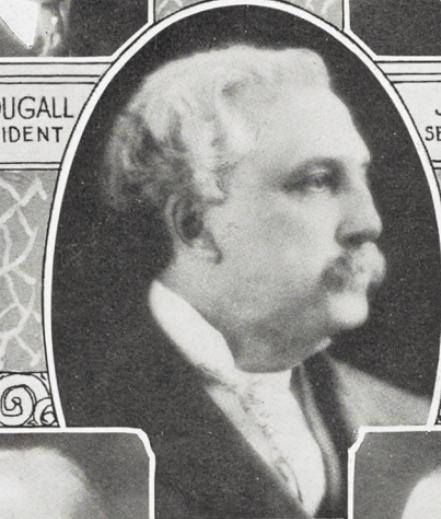
F O U N D E R S



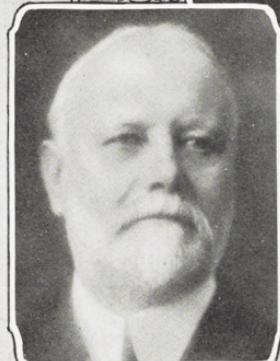
R.W.MACDOUGALL
FIRST PRESIDENT



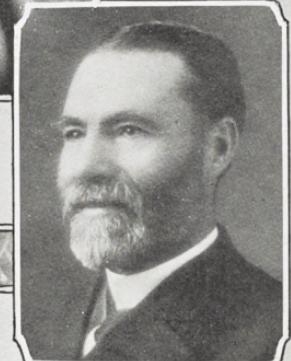
J. RODGER
SECOND PRESIDENT



A.F.GAULT
FOUNDER

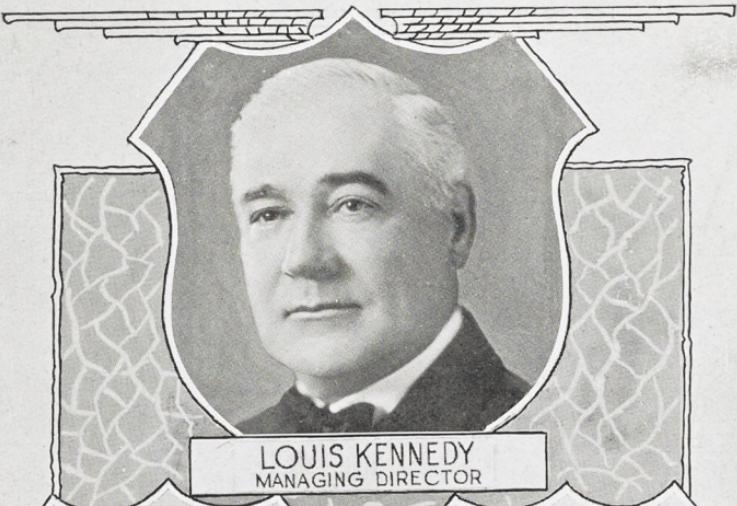


H.M.BELCHER
FIRST MANAGING DIRECTOR



D. KENNEDY
PAST HONORARY PRESIDENT

D I R E C T O R S



LOUIS KENNEDY
MANAGING DIRECTOR



T. E. HOWARD
DIRECTOR & CREDIT MANAGER

J. D. BROWN
DIRECTOR & SECRETARY-TREASURER



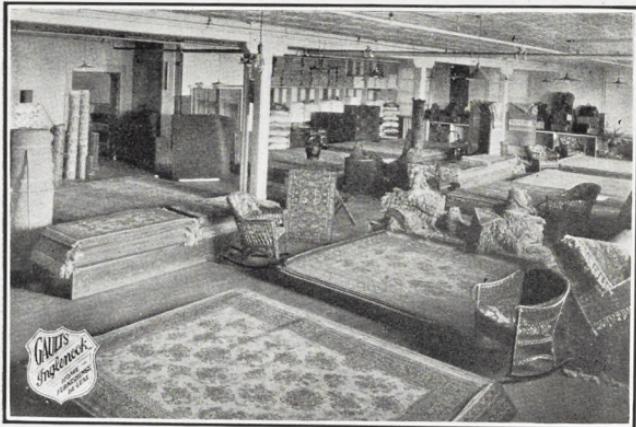
W. S. CAMPBELL
DIRECTOR

E. N. KENNEDY
DIRECTOR

DEPARTMENT MANAGERS



*Section of our
House
Furnishing
Dept.*



FOUNDERS

WE have just completed our 69th year in business. Like most successful concerns we started in a small way, and it is with pardonable pride that we look back over these 69 years and find ourselves one of the leaders in the dry goods business of Canada today. This success is a tribute to the vision and efforts of our founders.



The late Mr. Andrew Gault came to Canada when a young man, taking up his residence in the city of Montreal, where he lived until his death. He gave early evidence of business ability and foresight, which made him in later years an outstanding figure in the commercial life of Canada. After receiving his education in Montreal, he entered into business in the year 1856. Under his guiding influence the

*View in our
Furniture
Dept.*



business thus begun by him soon became one of the leading wholesale dry goods houses in Canada.

Early in 1896 a joint stock company was formed, the surviving partners in the then existing business, namely, Mr. Andrew F. Gault, Mr. R. W. MacDougall and Mr. James Rodger, becoming the principal shareholders and directors. Shortly after the new company was formed Mr. A. F. Gault, accompanied by Mr. James Rodger, having in view the still further extension of the business, visited Winnipeg, in order that they might see at first hand what the possibilities were for the future of such a business. So satisfied were they with the result of that survey that a branch of the business was established in Winnipeg.

Mr. A. F. Gault continued as president of the Winnipeg company



*General View
of our
Smallwares
Dept.*



until his decease in 1903. Mr. R. W. MacDougall, now deceased, succeeded him as president, and was later followed in that capacity by Mr. James Rodger, who continued as president until about three years ago, when he, not only on his own behalf, but as representative of the other shareholders, withdrew entirely from the business. The assets were then sold to some members of the staff who had been with the business since its beginning.



PRESENT ORGANIZATION

On the death of Mr. D. J. Kennedy, honorary president of the new-formed company, Mr. James Rodger came in again as honorary president.

In connection with the present organization it might be interesting to mention that all the executive

*Section of our
Gent's
Furnishings
Dept.*



department managers are shareholders in the business, with Mr. Louis Kennedy as president and managing-director.

Mr. Kennedy was connected with the old organization for 25 years, during which time he was actively engaged in nearly every department of the firm, so that he has a thorough knowledge of every line of dry goods and a complete understanding not only of the details of the business, but the manufacturing end of it as well. His business ability and knowledge of Western conditions have been a valuable factor in the success of the new company.

Mr. Theodore E. Howard, one of the directors, was in the employ of the old firm for 25 years, commencing as office boy at the inception of the company, and has risen step by step until he now holds the position of manager of the credit department.



*Section View
of our Ladies'
Ready-to-Wear
Dept.*



Mr. John D. Brown, director and secretary-treasurer of the present company, entered the service of the old company 39 years ago, and has been with the Winnipeg branch since its inception, 26 years ago. His shrewd knowledge of financial and office management has brought him to the proud position he now holds.

Mr. E. N. Kennedy, one of the directors, has earned for himself an enviable position in the commercial world throughout Western Canada, and is interested in many large concerns throughout the Dominion.



Mr. W. S. Campbell, of Edmonton, another director of the present organization, is very well known, and is a prominent business man, having large and varied interests in Western Canada.

It is the policy of the present directorate to maintain a service

*General View of
our Ladies' and
Children's
Underwear and
Sweater Dept.*



founded upon the belief in the responsibility of the merchant to his customer. Upon our knowledge, attained through an experience extending over a period of 69 years, that a community's greatest confidence and patronage are given to the organization which provides merchandise of reliable quality.

By the uniting of eight specialty departments of what, in effect, is a great chain of wholesale houses, Gaults Limited affords a large and desirable outlet, and one backed by strong financial resources.

In our House Furnishing Department "The Home" is the slogan of this department. The Gault line of house furnishings, under our "Ingle-nook" and "Fulvalu" brands, give ample consideration to the many individual tastes and preferences of our customers. The newest fabrics and fashions in home furnishings are



*Corner of our
Dress Goods,
Silks and
Linen Depts.*



well represented, and are bought with a careful eye to quality and workmanship, and these are the outstanding characteristics of all the lines from this department.

As in every line of merchandise we distribute, our Smallwares Department sets and maintains standards of quality that have won the confidence and enthusiasm of our customers, under such brands as "Patricia" and "Crescent."

In our Gents' Furnishing Department it has been the constant effort to maintain a reputation for reliability in the development of all its lines. Merchants buy them confident that they will always represent the highest standards in their fields. Here again we have put before our merchants such profitable brands as "Savoy," "Endura" and "Keystone."

It has been our constant aim in our Ladies' Ready-to-Wear Depart-



*Section of our
Staple Goods
Dept.*



ment to offer to our clientele the latest and most up-to-date models and fabrics obtainable in the world's markets. Our registered brands of "Winwear" and "Eleanorwear" have established a reputation second to none. They mean improving the character of goods, putting higher standards of quality and service into articles of use and wear.

In our Dress Goods and Linen Department, only by careful tests and buying can the wearing qualities be judged. Consequently, all the lines bought from this department can be purchased with the assurance that they have been secured from the most reliable sources of supply. The result is a line of dress goods and linens which bear the stamp of such well-known brands as "Gaults Great West Textiles" and "Gaults Great West Fabrics"—merchandise that can confidently be relied upon to give the utmost in



*General Offices
and
Section of our
Staple Goods
Dept.*



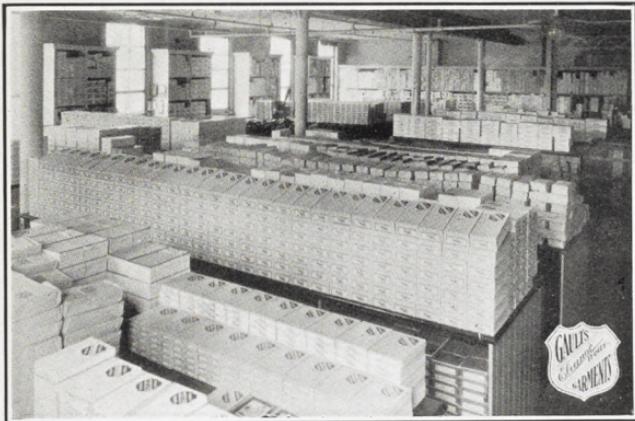
service and satisfaction to the consumer.

Gaults are proud of their Hosiery and Glove Department. Here at your command is one of the largest distributing departments in Western Canada, with an almost unlimited selection from the leading mills of the world. The size of our own purchase is always reflected in values that will stand any comparison, and prices that will enable you to assume that leadership which Gaults Limited enjoys. From this department we distribute such deservedly popular brands as "Fulvalu," "Little Lady" and "Eleanor."



Over a span of 69 years our Staple Goods Department has sought to assemble lines which make for efficiency and improved quality, and to co-ordinate them in the development of distinctive merchandise of beauty and utility. The appearance

*Corner of our
Hosiery and
Glove Depts.*



of staple goods, more than any other kind of fabric, depends upon the character of the yarns, the precision of the weaving, and the beauty of the finish. In "Gaults Great West Textiles" the quality of cotton, uniformity of yarn, evenness of weaving and perfection of finish, fulfil every requirement of the highest quality merchandise. Every part of this great line has won the firm a position in the dry goods business on its own merits.

Our Service Department, in which your orders and enquiries receive attention, is conducted by an expert in handling your wants and seeing that your orders are filled carefully and promptly.

Our Advertising Department is in the hands of a very capable advertising expert, and the illustrations in our catalogue are sketched or photographed from the actual goods



*Section of our
Service and
Order Depts.*



on the premises, under the direct supervision of our advertising expert.

To make merchandising attractive requires an intimate knowledge of materials, manufacture and buying, and vast experience with public demand and desire. Only specialists in both can render that service and refinement which are practical and command the esteem of the public. All our department managers are specialists in the lines that their departments carry.

Gaults Limited as an organization provides and actually is a market for the adjustment of supply to demand. They furnish a clearing house, not only for the items of production and consumption, but also for the facts as to their supply and demand. In the market for manufactured goods there are many consumers for each producer, and it is organized in such a way as to



*Corner of our
Shipping
Room.*

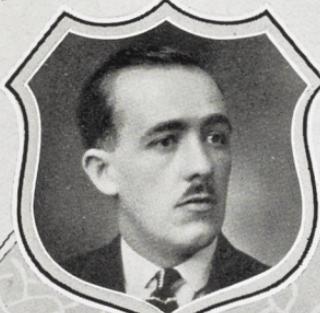


provide for the breaking up of the manufactured output into many small units for the use of a large number of individual buyers. The large majority of manufacturers cannot possibly feel the pulse of the financial market at first hand because of its size and extent. Gaults Limited do this for them. They also allow credit accommodation that the manufacturer can seldom, or never, afford, and thus enlarge and facilitate his business.

In the making of merchandise there are many standards, but, price for price, the public demand the best. The merchant who applies himself to purveying merchandise of high standards of quality at fair prices is on the sure road to public esteem. With Gaults Limited supplying him he allies himself with an institution which creates standards and whose prices are invariably the lowest for the quality.



T R A V E L L I N G S A L E S M E N



L.C.HOFMANS
ALBERTA



J.BOYD
SASKATCHEWAN



G.F.BUTLER
ALBERTA



C.F.HARRINGTON
SASKATCHEWAN



J.E.VOGAN
SASKATCHEWAN



H.A.CLIMIE
SASKATCHEWAN



J.M.DUNCAN
ALBERTA

T R A V E L L I N G S A L E S M E N



F. MITCHELL
MANITOBA



R.J. WIGGINS
SASKATCHEWAN



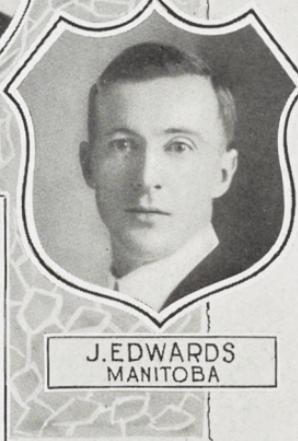
W.E. THOMAS
MANITOBA



W.LEONOFF
WINNIPEG



G.C. MCMILLAN
MANITOBA



J. EDWARDS
MANITOBA



R.W. KNOWLES
ASST. CREDIT MANAGER

S. TISDALL, ALBERTA (MISSING)



